

The present invention relates to a payback system and a payback method for calculating a payback value to a customer receiving a service by using a product provided (for free or payment) from a product manufacturer or a middleman, or to the middleman. The payback value is calculated based on the use results of the service (including a service on a network) by a product user.

The present invention relates to a payback system and a payback method for calculating a payback value to a customer receiving a service by using a product provided (for free or payment) from a product manufacturer or a middleman, or to the middleman. The payback value is calculated based on the use results of the service (including a service on a network) by a product user.